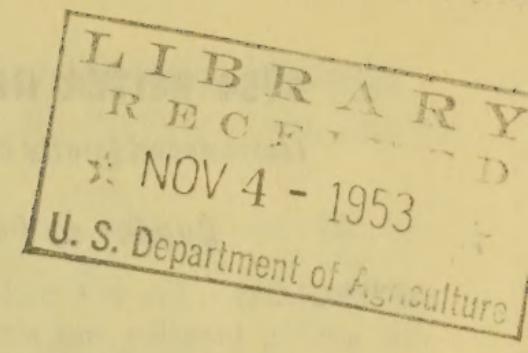


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LA ROCHEtte NURSERY

1954 FUCHSIA OFFERING

VICTOR REITER, JR.

1195 Stanyan Street

San Francisco 17,

California

LOmbard 6-2929

This is the SEVENTEENTH year of new fuchsia offerings from the breeding plots of La Rochette Nursery. Fanciers have come to expect these annual offerings and we hope that the 1954 group of novelties will meet with your approval. The challenge of finding something new or better to please our critical clientele is most rewarding to us when our customers like our new creations. We hope that growing this 1954 group of introductions will give the fans real pleasure.

For 1954 we are offering five varieties: Afterglow, The Indian, Potentate, Boudoir and Tumbling Waters. Afterglow was chosen for its exquisite coloring, The Indian for its brilliance and quality, Potentate for its good performance, Boudoir for its delicate coloring and Tumbling Waters for its ability to "tumble".

Although we consider all our 1954 introductions exceptional we believe that The Indian is the one variety that will stand unsurpassed for years to come.

1954 REITER INTRODUCTIONS

(Introduced jointly by Schmidt Nursery)

Sunset and Candlelight

AFTERCLOW. This is a bushy type plant of medium vigor with arching branches and with quantities of double flowers in the light flame colorings. The medium sized flowers open from cream colored buds that unfold into frilly, double, powder-puff flowers of unfading pale flame (HCC 23/2*). The tube and recurved sepals are creamy, the sepals coloring pale rose with maturity, but the puffy airy petals holding their same pale flame coloring throughout their life.

One of the most delicately attractive fuchsias we have ever offered; an extension of the pastel tones into the pale salmons. The combination of flame and cream give a warmth to the flower which connoisseurs will appreciate.

"Pour Madame"

BOUDOIR. A bushy plant with large flowers of the daintiest coloring; the double flowers of neat puffy shape have creamy starry sepals and double petals of pale Bishop's Violet (HCC 34/3-34/2*) which fade gracefully with age to pale Orchid Purple (HCC 31/2-31/3*).

In the intimate rose and blue coloring of the Gray Lady type this fuchsia, Boudoir, is bluer and more starry.

Cheers for Stanford

THE INDIAN. A strong willowy-branched semi-trailer with long double flowers of large size. The great white buds open into white tubed and sepalled flowers of dark crimson (HCC 22/1*) which remain bright to the very last. The clean cut bicolor flowers with their beautifully recurved white sepals surrounding the central mass of crimson petals is perhaps the most brilliant effect yet obtained in a fuchsia flower. A good grower and an arresting plant.

Solid

POTENTATE. An all purpose arching grower suitable as a climber or for hanging pots, with huge flowers of the Rubeo type. The long stemmed buds are Rose Madder (HCC 23/1*) tapering to pale Rose Madder at their tips. The open flowers have long tubes, long recurved sepals of Rose Madder and the double petalage is a blend of deep Rose Madder and Crimson. The general effect of the flower is one of warmth and fullness. Recommended as a climber, pillar or standard. With adequate pinching it should make a showy hanger. Good, easy, arresting.

Overflow

TUMBLING WATERS. A double flowered "purple" trailing variety. The double flowers are medium to large with well reflexed sepals of dark crimson (HCC 22/0*) on the outside and light crimson inside. The double petalage is well placed in a frilly puff with an overall coloring of Cyclamen Purple (HCC 30/1*).

A **true cascade type** trailer in the big purples with good growth and handsome flowers. An addition to the hanging varieties that was long needed.

* Horticultural Color Chart Identification.

Your attention is called to our general list which contains a representative collection of the finer fuchsias. Available stock is maintained in the nursery throughout the growing season and visitors are welcome to browse and view the flowers from 8 A.M. to 5 P.M. daily except Sunday, Monday and Tuesday. The nursery is closed from 12 to 1 and on all legal holidays.

Some of our out of town friends do not know that we grow an extensive collection of small herbaceous and rock plants in addition to our fuchsia specialty. Collectors will find a rich assortment of these small plants available in four inch pots at all times of year.

In 1954 we will sell our fuchsia plants in gallon metal containers instead of four inch pots as in the past and our prices will be increased slightly to cover the increased costs. We believe our customers will approve of this advance in quality. We also intend to carry specimen plants in hanging pots and larger containers. Pots, fertilizers and sundries pertinent to fuchsia culture will also be on hand.

To avoid errors in choice we are always pleased to assist beginners in making suitable selections. Lengthy catalogue descriptions and even fine illustrations may fail to protect the new fuchsia enthusiast from choosing unsuitable varieties. May we share our experience and help avoid unnecessary disappointment?

GENERAL LIST

(Additional Varieties Stocked)

DOUBLE "PURPLE" GROUP

- * **CHRYSANTHEA**—easy, full trailer, red and purple.
- # **COMMANDER IN CHIEF**—largest red and purple.
- # **GYPSY QUEEN**—red and mauve, fine.
- # **JOAN LESLIE**—fine Royal Purple.
- MEL NEWFIELD. (Schnabel 1953)** Heat tolerant, big purple.
- MISS PRIM**—light red and purple.
- MRS. DESMOND**—darker than Gypsy Queen.
- PHENOMENAL**—fine old red and purple.
- # **REITER'S GIANT**—freest large purple, strong.
- ROYAL PURPLE**—fine color, medium size, bushy.
- # **SAN MATEO**—large red and purple, trailer.
- # **THE DOWAGER**—large, free red and purple.
- TITANIC**—climbing marbled light purple.
- * **TUMBLING WATERS.** See New Introductions \$1.00-\$1.50.
- # **UNCLE JULES**—bluish purple, extra.
- WINSTON CHURCHILL**—red and "blue" pot variety.

SINGLE "PURPLES"

- x **ESPERANZA**—small red and purple, free.
- JUPITER**—spreading petals, red and purple, fine.
- LORD BYRON**—small free-blooming Jupiter.
- OREGON TRAIL**—large flat light purple petals, sepals crimson, cool.
- * **PURPLE SAGE**—large flat purple corolla, fine.

DOUBLE APRICOT TO MAGENTA GROUP

- AFTERCLOW.** See New Introductions \$1.00-\$1.50.
- # **AMAPOLA**—Semi-double, large magenta, very showy trailer.
- # **ANNA**—finest large magenta.
- # **POTENTATE.** See New Introductions \$1.00-\$1.50.
- # **CLARION**—strong globular crimson.
- # **CRESCENDO**—brilliant red and magenta.
- # **CARGUNDY.** Big Scarlet. Fine.
- # **RUBEO**—very fine, carmine and crimson.
- x **SANTA CRUZ**—crimson, vigorous.
- SHARON**—scarlet and rose bengal, vigorous.
- SUNBURST**—carmine & crimson, medium, semi-double.
- # **TRAIL BLAZER**—double Red Spider patent application dropped.

* trailer

good commercial variety

x stands heat

WHITE TUBED DOUBLE REDS

- ## JUBILEE. (Reiter 1953)** Brilliant and free, trails.
- ## THE INDIAN.** See New Introductions \$1.00-\$1.50.

SINGLE MAGENTAS

- ## CASCADE**—pale magenta, best trailer.
- x **## CAVALIER. (Schnabel 1953)** large and fast, petals dark.
- # **CLARET CUP**—darker, large semi-double, Cascade.
- # **GAY SENORITA**—immense light magenta.
- * **HALLOWEEN**—larger, pinker, later Cascade.
- x **MARINKA**—old favorite, dark reddish magenta.
- ½* **MURIEL**—old favorite magenta.
- * **NIOBE**—Pale rose and magenta.
- RED MONARCH**—well-formed magenta.
- # **RED SPIDER**—finest single magenta trailer.
- * **UTOPIA**—strong climber, huge, magenta.

DOUBLE WHITE OR PINK

(red sepals)

- x **BARRINGTON**—heat tolerant, small Fascination.
- # **CATALINA (White Wonder)**—red and white Gypsy Queen.
- DR. JOHN GALLWEY**—large elegant red and white.
- # **FASCINATION**—good small bush, flowers fine, very pink.
- HOLLYDALE**—Fascination colored Winston Churchill.
- x **MME. CORNELISSEN**—small, clean, red and white, finest large shrub.
- MME. JACQUES FEUILLET**—huge, loose red & pink.
- ½* **MOLESWORTH**—clear red and white, medium, good.
- # **PAN AMERICA**—finest red and rosy white, huge.
- ½* **PUGET SOUND**—rosy red, white.
- # **STORM KING (Frau Emma Topfer)**—healthy large red and white.
- # **SWINGTIME**—white with rosy sepals, fine heat tolerant.

SINGLE RED AND WHITE

- ALICE HOFFMAN**—small bush, small red and white flowers.
- SOUTH PACIFIC**—flat large pink veined white petals, magenta sepals.

WAXY WHITE AND APRICOT TUBED SINGLES

- AURORA SUPERBA**—yellowest orange.
- BEAUTY OF HIDCOTE.** Larger flowered Otherfellow.
- * **COLUMBIA**—light magenta with near white tube, sport of America.
- # **FALLING STARS**—scarlet and turkey red.
- LADY HEYESBURY**—white and crimson, upright.
- LUSTRE IMPROVED**—white and crimson, medium vigor.
- MRS. RUNDLE**—old favorite, apricot, graceful.
- # **MRS. VICTOR REITER**—white and crimson, best trailer in color.
- OTHERFELLOW**—white and soft coral, dainty.
- ½* **SAN FRANCISCO**—carmine, rose & geranium lake, fine.
- # **"SUPER BRITISH"**—unlabeled from England, white and crimson.
- VENUS VICTRIX**—1840 original white tube, historical.

APRICOT TUBED, SPREADING PETALS

LUCIENNE BREVAL—rose sepals and petals, fine but difficult.
MAZDA—carmine, fine grower.
ROSE PILLAR—neyron rose and geranium lake, tall.
SACRAMENTO—pale carmine, strong, heat tolerant.
SUNSET—salmon orange, free.

PASTEL SINGLES

COUNTESS OF ABERDEEN—small pot variety, dainty rose white.
ERECTA—small pale lavender.
FORMOSISSIMA—white tube and sepals, rose petals, very beautiful.
JACK SHAHAN—rose bengal showy.
MELODY—pale neyron rose, good form, tops.
MRS. W. P. WOOD—palest rose, very strong, hardy.
ROSE OF DENMARK—perfect rose flowers, slow, fine.

DOUBLE WHITES

#¹ FLYING CLOUD (Patent #925, Reiter 1949)—rosy white, easy \$1.00-\$1.50.
INNOCENCE (1952 Reiter)—Easy new white.
#¹ JOAN OF ARC—pure white, fine form.
PATTY EVANS—large rose and white, vigorous.
SILVIA—white petals—rose sepals.
SNOWBALL (1952 Reiter)—large double.
WHITE MOST—large rose and white, fine color.

NOVELTY DOUBLE PASTELS

NOVELTY DOUBLE PASTELS

BOUDOIR. See New Introductions \$1.00-\$1.50.

COLOMBINE—white and rhodamine purple.

CRINOLINE—1950 white and rose Pat. Appl. dropped, fine.

DAINTY DAMOSEL. (Schnabel 1953) pink and violet, strong.

DIADEM—medium pale rose and peony purple.

DOROTHY LOUISE—all clear Neyron Rose well formed.

1* **ELSA**—large Nonpareil, less vigor, beautiful.

FLIRTATION—pale rose Lucky Strike.

GRAY LADY (Reiter 1952)—pale rose and gray blue.

HIS EXCELLENCY (Reiter 1952)—white sepals, double violet.

* **ULLABY.** (Reiter 1953) trailing Crinoline, for fanciers.

MOONLIGHT. (Waltz 1953) pale rose, lighter than Dorothy Louise.

MRS. LAWRENCE LYON. Rose sport of Nonpareil.

1* **PASTEL**—pale rose and orchid pink, very free.

POLAR SEA. (Reiter 1953) large flowered His Excellency.

REVERIE—large all rose.

SAN PABLO—pale orchid San Mateo.

SEVENTEEN—all clear rose.

* **SWEETHEART**—sepals and petal bases pink—petals lavender blue.

#* **TUTU** (Reiter 1952)—rose sepals, blue and violet petals.

DOUBLE PALE BLUES AND PURPLES

DOUBLE TALL BEGONIAS AND TULIPS

- AUNT JULIANA**—pale lavender. Sport of Uncle Jules.
- # **BERNADETTE**—"Veronica Blue" and rose, beautiful.
- #* **BLUE PENDANT**—beautiful light blue.
- ECSTACY**—pale rose and blue, cool.
- LUCKY STRIKE**—rose and purple marbled rose, striking.
- * **MERLE HODGES**—"powder blue" and rosy red, cool.
- NEW HORIZON**—pale rose and light blue.
- * **NONPAREIL**—pale rose and pale lavender, supreme.
- # **SEA FOAM**—rosy white and smokey purple.
- STELLA MARINA**—pale violet & pale crimson—large.
- # **TREASURE**—fine "blue" type, large.
- # **WEDGEWOOD**—smoky blue and white, cool.

VARIEGATED

1* AUTUMNALE—young foliage golden, magenta flowers.
MAGELLANICA VARIEGATA—strong, silvery variegated, good.
SUN RAY—very variegated, slow grower.
TOM WEST—F. "alpestris" with light speckled foliage.

TRIPHYLLA HYBRIDS (SINGLE)

- x **GARTENMEISTER BONSTEDT**—clusters, red leaves.
- x **LEVERKUSEN**—lots of firecrackers.
- x#* **MANTILLA**—pure Carmine exquisite—heat.
- #*x **TRUMPETER**—geranium lake, long tube.

SPECIES AND NEAR SPECIES

BOLIVIANA ALBA—long hanging flowers, huge leaves, brilliant.

CHANG—small flowers, orange.

FANFARE—long turkey red winter flowers, climbing.

PROCUMBENS—creeper, orange berries, straw and blue upright flowers.

REFLEXA—tiny orange flowers, small bush.

The nursery is also stocking patented varieties and 1954 introductions from other growers (available at retail only). Fanciers are urged to see our stock.

Every attempt is made to supply good stock true to name and free from pests and disease. Packing and shipping is carefully and expertly done . . . No effort will be spared to maintain the standard of quality which La Rochette has set for over a decade.

PRICES: of all varieties above except where otherwise noted:

2 1/4-inch pots available early in season.

Add 3% Sales Tax in California
Add 3½% in San Francisco

SHIPMENTS: Minimum shipments \$3.50, packing free.

Cash with your order, not prepaid.

Give your complete address.

Specify express or parcel post special handling.

SUBSTITUTIONS: We make no substitutions unless they are specified by the customer.

good commercial variety
* trailer
x stands heat